[a plurality of] <u>at least one</u> display module[s] (52) for displaying desired product information, <u>each</u> said module[s] (52) disposed at <u>a</u> desired location[s] of said shelves [46];

at least one gondola controller (48) operatively connected to at least one said module (52);

[means (48c) for communicating real time information between said on-site processor (32) and said at least one gondola controller (48);]

at least one information controller (42) [for controlling display of real time information at said shelves (46) via] operatively connected to each said gondola controller (48) and said [display module (52); and] on-site processor.

[printer enabling means (227) for on demand creation and display of at least one printed artifice (220) that can be placed at a predetermined location of said shelves (46).]

3. (Amended) The product information system (30) of claim 1 wherein said gondola controller (48) comprises a microprocessor (48a), and a communications networking apparatus (48c) [for operatively connecting, via at] responsive to at least one data receiver/transmitter apparatus (48e) said apparatus capable of operating [either] in modes comprising one of asynchronously [or] and synchronously.

Claim 4, line 5, after "comprising" insert -- power level sensing and control means (47) and --.

Claim 5, line 3, change "receiving" to -- providing --; line 4, delete "and transmitting said signals".

Claim 6, line 2, after "comprises" insert -- a --;

delete "means";

line 3, after "supplying" insert -- backup --.

	Claim 8, line 3, after "comprises" insert one of;
4	after "network" insert and a
\ <u>'</u>	hardwired network
	Claim 10, line 5, after "(52)" insert said bus further
\5	comprising a plurality of data lines (142-144)
	16. (Amended) The product information system (30) of
b	claim 1, further comprising a [graphic edge creation] printer
•	enabling means (227) for custom creating [said] a printed artifice.
	chapting means (22), for capeom creating [bara] a princed drefrice.
	17. (Amended) The product information system (30) of
	claim 16, [wherein] <u>further comprising graphic edge creation means</u> ,
	said graphic edge creation means (227) [receives information from]
	comprising means for interfacing with said on site processor (32)
	and said information controller (42) to enable[s] printing labels
	(220) of any desired size.
	-
	Claim 20, line 1, change "1" to 16 ;
	line 2, after "of" insert different modes of
AT	operation comprising color printing and
	Claim 23, line 2, delete "further".
6	24. (Amended) The product information system (30) of claim 1, further comprising a portable RF (54) device for
`	transceiving product data [with said on-site processor (32) for
	subsequent communication] to [said] at least one said gondola
	controller (48).
	Claim 29, line 5, after "plastic" insert and said bus
9	(50) is formed with said back plane (82)

ALO

A19

Claim 33, line 3, change "a" to -- one of an --; after "LCD" insert -- , LED and FED --.

Claim 41, line 5, delete "where a plurality of products can be disposed";

line 6, change "on any of a plurality of

shelves" to -- said shelves --;
line 19, change "interfacing" to -- operatively connecting --.

Claim 43, line 30, change "scanning" to -- inputting --;
line 33, change "scanned" to -- inputted --.

Claim 50, change "49" to -- 28 --.

Claim 53, line 2, change "comprises a" to -- is selected from a group comprising --;

line 3, after "LCD" insert -- , LED and FED --.

59. (Amended) The product information display assembly (52) of claim 28 further comprising module interconnect means (161) for interconnecting a plurality of said product display assemblies (52) via said electrical bus (50), said module interconnect means (161) comprising:

first and second pairs (163, 165) (167, 169) of side walls defining a rectilinear connector housing (175), said housing forming an aperture cavity (179) therewithin parallel within said first pair of sidewalls (167, 169), said aperture formed to carry a plurality of parallel electrical conductors;

a plurality of substantially parallel electrical contacts (173) formed with an outside face (177) of one of said first pair of sidewalls (167, 169) and opposite said aperture cavity (179), said electrical contacts (173) having times (171) extending partially into said aperture cavity (179);

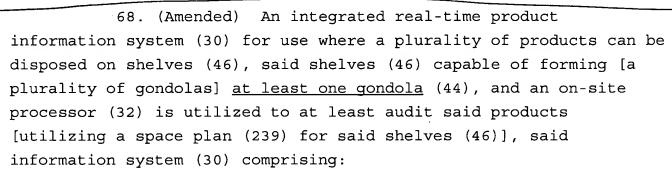


first (181) and second (183) channel mating lips formed with a respective first pair of sidewalls (163, 165) of said housing; and

against said electrical contact lines (171).

Claim 67, line 6, after "(46)" insert -- , said shelves --;

after "and" insert -- wherein --;
line 10, after "any" insert -- desired --.



a graphic edge creation means (227) for custom creating a printed artifice (220) of any desired size for placement at a desired location of at least one said [gondola (44)] shelf (46);

at least one information controller (42) [for controlling and communicating product information from said on-site processor (32) to said graphic edge creation system];

said graphic edge creation means (227) further comprising:

a label library database (237), a print formatter (240), a label editor (236), and a print sequencer (238), a space plan database (228), a store plan (242), a space plan (244); and

a store spacemap (233 whereby said graphic edge creation means (227) receives said product information from said information controller (42) and correspondingly enables printing said desired printed artifice (220).